



185 Berry Street  
Suite 5000  
San Francisco, CA 94107

**House Corporations Committee**  
**Testimony of Lyft, Inc. on House Bill 7849**  
**Submitted on behalf of Lyft, Inc. by Brendan Joyce, Senior Public Policy Manager**

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Chair Solomon and distinguished members of the House Corporations Committee:

My name is Brendan Joyce, and I am submitting this testimony on behalf of Lyft, a Transportation Network Company (TNC) serving Rhode Island residents. Riders across the Ocean State rely on Lyft for essential trips, including to medical appointments, job interviews, or the grocery store. We serve as an important connector: 83% of riders say our service increases access to transportation in their communities.

We appreciate the Committee's attention to consumer protection in the digital marketplace. Today, we want to highlight a significant concern around the use of geolocation as outlined in H.7849. We agree that consumers should be protected from pricing practices that exploit sensitive personal or behavioral data. This is why Lyft is committed to transparent and equitable pricing and why our algorithm is strictly designed to exclude any factor that could be perceived as discriminatory or invasive of privacy.

However, rideshare is inherently location-based— we cannot match a rider to a nearby driver, nor determine the price for a ride, without knowing where both parties are. The inclusion of “geolocation” in the H.7849’s definition of “personal data” could inadvertently make rideshare pricing impossible – although we understand that is not the intent of the bill and that the bill simply aims to prohibit deceptive “surveillance” pricing. If passed with the current language, the end result could be the inadvertent prohibition of our service, which would have detrimental consequences for riders and drivers alike.

We would like to work with the sponsor and the Committee on language that advances the bill’s goal to target harmful data uses while preserving the operational necessity of location data for rideshare platforms. To that end, we’d like to draw the Committee’s attention to [N.Y. Gen. Bus. Law § 349-a](#). This law was adopted in New York State last year with language specifically exempting location data used for the purpose of matching riders and drivers or for our dynamic pricing model, which sets prices based on local demand vs. available driver supply.

We hope the Committee will consider a similar approach and we will separately follow up with a proposed amendment along these lines for your consideration. Lyft is committed to serving and connecting Rhode Island riders and drivers. We welcome the opportunity to collaborate on consumer protections that are effective, targeted, and workable.

Thank you for your time and consideration.

Brendan Joyce  
Senior Policy Manager - Northeast U.S.  
Lyft, Inc.